HOW-TO: ADOPT-A-LIGHT



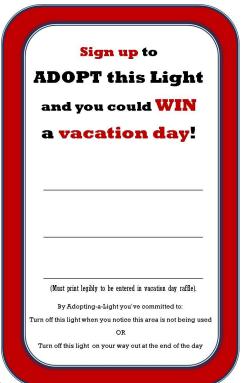
PURPOSE: To encourage employees to turn off unnecessary **common area** lights to conserve energy.

Employees can assume responsibility for turning off the lights in common areas (break rooms, copy rooms, halls, etc.) by signing up to "Adopt-A-Light." The employees that adopt a switch can be entered into a raffle for a prize, like vacation time!

- Step 1. Acquire management level support.
- Step 2. *Optional,* select campaign team to help with campaign administration.
- Step 3. Consider incentive to raffle off for participation (ex. vacation days)
- Step 3. *Optional*: identify which lights each light switch controls
 - Post blueprint or layout of the floor above the light switch, highlight areas that the light switch controls
- Step 4. Post Adopt-a-Light signs above each light switch in common areas
 - PDF of Sign is available on the website.
- Step 5. Email coworkers with instructions and rewards for adopting light (see "Email Communication" for example email content)
- Step 6. Compile names of Adopt-a-Light volunteers, enter names into prize raffle
- Step 7. Share results with coworkers (see "Email Communication")
 - ♦ Were goals met?
 - Recognize high performers

Measuring Success (optional but encouraged)

- Prior to campaign roll-out, conduct a baseline audit
 - Obtain blueprint or layout of workspace
 - Walk through marking workspaces/common areas that have lights on
 - Conduct after business hours—request security escort to gain access to all areas
 - Conduct another daytime audit—repeat walk through after 15 minutes to see if occupants have returned to those spaces marked unoccupied with lights on
- Set goals in regards to behavior
- Conduct follow-up audits following campaign conclusion (1 week, 1 month, 6 months)
 - Was the goal met?
 - Is the behavior being maintained long term?



For more information, please contact: